

Appendix table 7-54.

Frequency of reading astrology reports, by selected characteristics: 1985–2001

Characteristic	1985	1988	1990	1992	1997	1999	2001
Percent							
All adults							
Every day	9	9	9	8	7	6	7
Quite often	6	8	8	7	8	6	8
Just occasionally	37	33	33	35	33	32	30
Almost never	13	13	12	13	12	17	18
Never	35	37	38	37	38	39	38
Do not know	*	0	0	0	2	*	*
Male							
Every day	8	6	5	6	3	4	4
Quite often	5	4	4	6	6	4	7
Just occasionally	30	30	29	29	32	26	23
Almost never	14	15	14	14	13	18	20
Never	43	45	48	45	44	48	46
Do not know	*	0	0	0	2	0	0
Female							
Every day	10	13	12	10	10	7	10
Quite often	6	11	11	9	9	7	8
Just occasionally	44	37	37	40	35	37	36
Almost never	12	10	11	12	11	16	16
Never	27	29	29	29	33	33	30
Do not know	*	0	0	0	2	*	*
Less than high school graduate							
Every day	11	13	13	10	11	11	9
Quite often	7	8	7	9	8	7	7
Just occasionally	31	28	28	35	32	26	26
Almost never	11	10	9	14	6	15	19
Never	39	41	43	32	43	41	39
Do not know	*	0	0	0	*	*	0
High school graduate							
Every day	10	8	9	9	7	5	7
Quite often	5	9	8	8	9	6	9
Just occasionally	40	36	36	37	35	34	32
Almost never	13	13	12	11	13	17	16
Never	32	35	35	35	34	38	35
Do not know	*	0	0	0	2	0	*
Baccalaureate and higher							
Every day	5	6	4	5	4	3	4
Quite often	5	5	6	4	4	4	4
Just occasionally	37	33	30	29	29	30	27
Almost never	16	16	18	16	15	20	22
Never	36	40	42	46	44	43	43
Do not know	*	0	0	0	4	0	0
Attentive public to science and technology^a							
Every day	12	17	13	15	13	7	14
Quite often	6	8	5	4	9	3	8
Just occasionally	33	30	38	27	30	33	26
Almost never	13	11	10	11	12	16	13
Never	36	34	34	43	32	41	40
Do not know	0	0	0	0	4	0	0
Sample size (number)							
All adults	2,005	2,041	2,033	1,004	2,000	1,882	1,574
Male	950	958	964	486	930	900	751
Female	1,054	1,084	1,070	533	1,070	982	823
Less than high school graduate	507	530	495	215	420	403	116
High school graduate	1,147	1,158	1,202	623	1,188	1,111	834
Baccalaureate and higher	349	353	336	203	392	368	614
Attentive public to science and technology	235	233	229	105	288	216	195

See explanatory notes, if any, and SOURCE at end of table.

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* = <.5

“To be classified as attentive to a given policy area, an individual must indicate that he or she is “very interested” in that issue, is “very well informed” about it, and a regular reader of a daily newspaper or relevant national magazine. Individuals who report that they are “very interested” in an issue area but do not think that they are “very well informed” about it are classified as the “interested public.” All other individuals are classified as members of the “residual public” for that issue. The attentive public for science and technology combines the attentive public for new scientific discoveries and the attentive public for new inventions and technologies. Any individual who is not attentive to either of those issues but who is a member of the interested public for at least one of those issues is classified as a member of the interested public for science and technology. All other individuals are classified as members of the residual public for science and technology.

NOTES: A few respondents did not provide information about their highest level of education. Responses are to the following questions:

–Do you ever read a horoscope or your personal astrology report?

–(If yes:) Do you read an astrology report every day, quite often, just occasionally, or almost never?

SOURCE: National Science Foundation, Division of Science Resource Statistics (NSF/SRS), NSF Survey of Public Attitudes Toward and Understanding of Science and Technology, 2001.